

SEED...

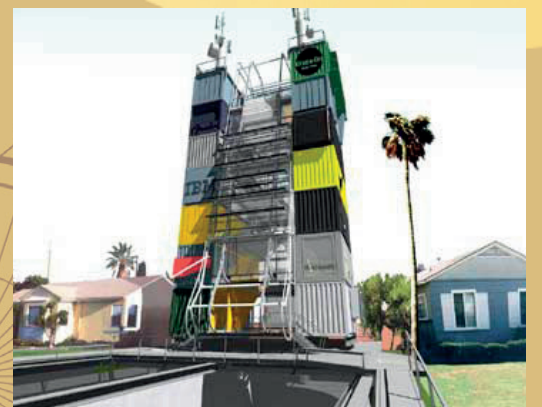
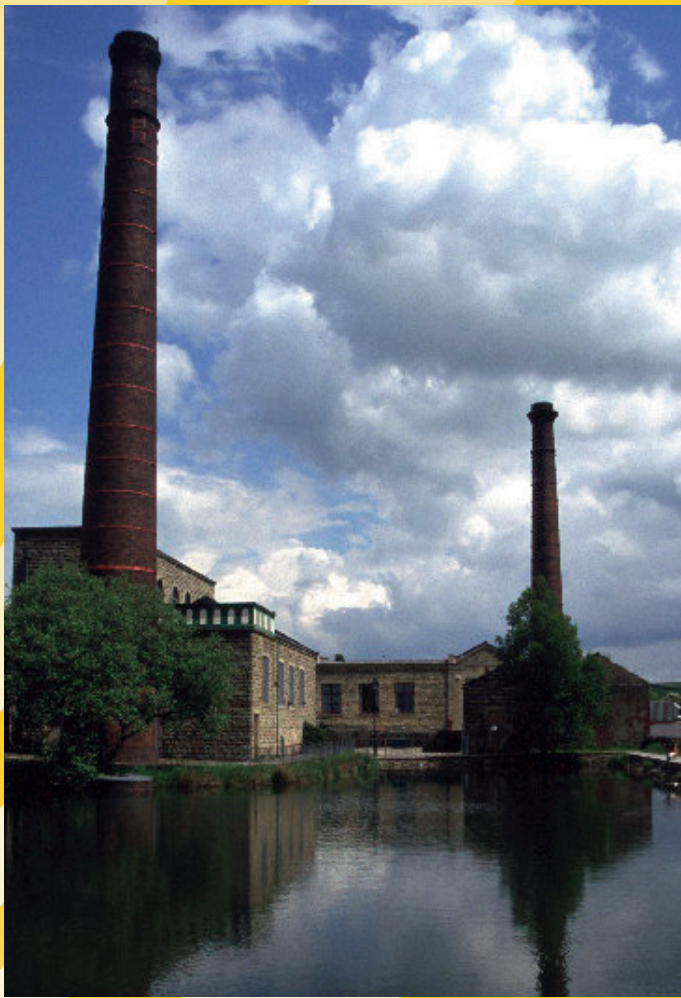
Primarily, the project's raison d'être is to actively engage both the existing + new, local communities + ultimately, to forge a link between the two.

The aim is to capture the zeitgeist with regards to the trends + current thinking in Urban Farming, the 'Grow Your Own' movement + the huge upsurge in demand for allotments by creating a **NEW ISLINGTON** vegetable patch.

Something of the sense of nostalgia + the 'spirit of co-operation' seen in World War II's Dig for Victory campaign is used as a means to raise the scheme's profile. The classic, graphic posters of this campaign can be brought up to date to tie-in with the look + feel of the **NEW ISLINGTON** marketing material.

Zurich's Freitag Tower, Shigeru Ban's mobile theatre + Wes Jones' work on the USA's West Coast (as well as others) are stitched together to create a marker for **NEW ISLINGTON** + focus attention. The tower acts, from top to bottom, as a rainwater collector, a gravity-fed water tank (a nod to the copper water tanks atop the cotton mills of yesteryear), a viewing platform, an advertising hoarding (for the scheme's partners) + at the bottom, the quintessential garden shed + brewing-up point. What allotment would be complete without one? There is a space for PV + a wind turbine to be added. The new canal is utilised to bring top soil + compost to the site.

The notion of a 'Growing Season' fits neatly into the project's 12 month lifespan, but the reality is that because of robust nature of the raised beds + an inherent demountability, the job lot can be moved to another plot within the area. The life of the project is prolonged indefinitely as **NEW ISLINGTON**'s Masterplan is built out.



"The most noteworthy thing about gardeners is that they are always opti

New Islington's Moveable Feast

-An Urban Farm

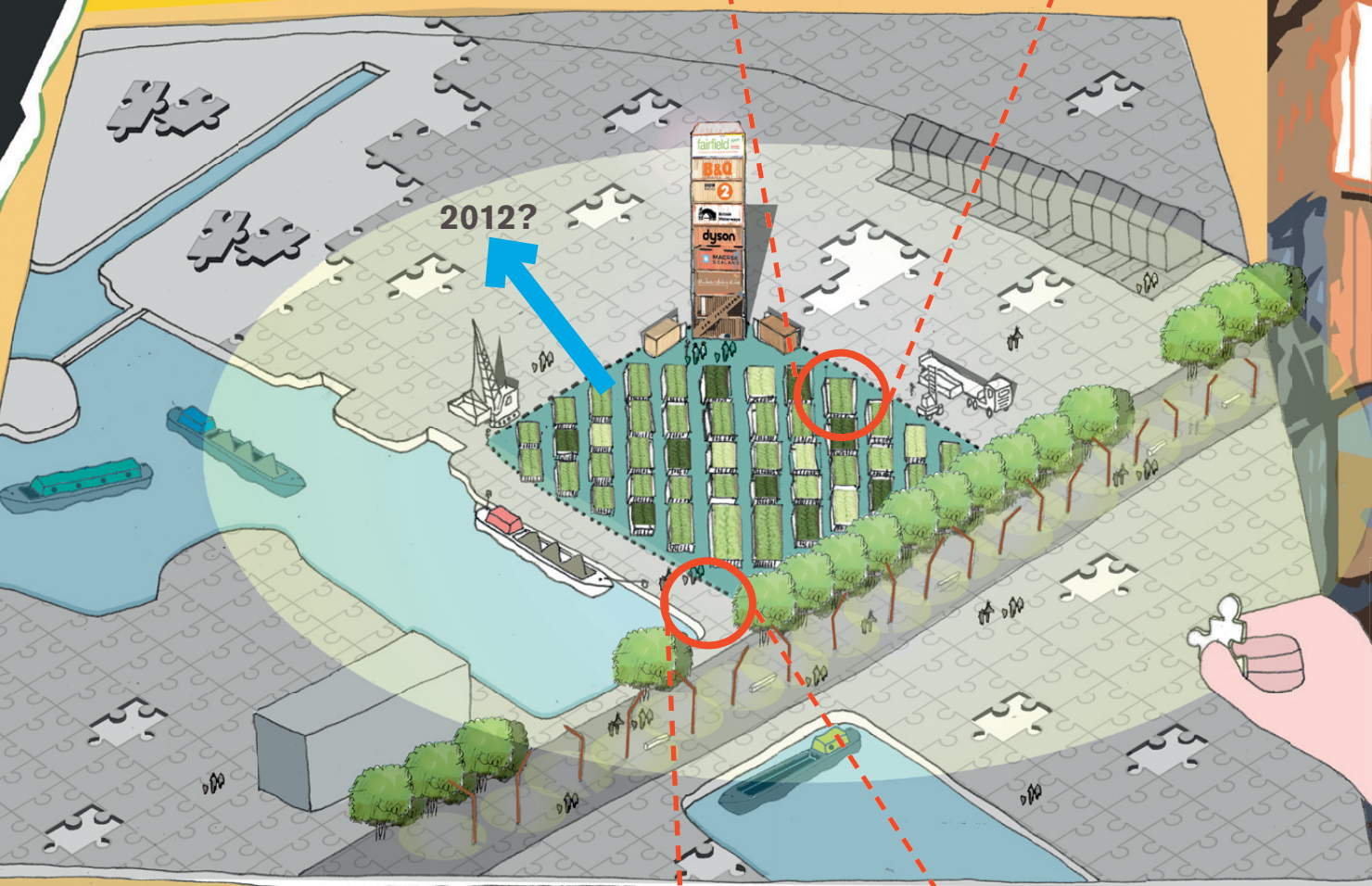


mistic, always enterprising, and never satisfied. They always look forward to doing something

.....FRUITION

In-line with the Dig for Victory's growing chart and The National Society of Allotment & Leisure Gardeners (NSALG) recommendations, the site at **NEW ISLINGTON** (of approx 0.7 acres and with sides of approx 180ft) could accommodate around 12 allotments. However, by working together, a great deal of efficiency could be gleaned.

NEW ISLINGTON PARTNERS could be sought to provide assistance in a number of areas. The tower provides advertisement for them.



....local composting co. could provide some of the fertiliser.

....could sponsor the gardening equipment.

....resident allotment expert, Terry Walton + National Media Coverage.

.....could provide assistance for barge transportation.

.....could provide Ball Wheelbarrows.

FRUIT & VEG SHOP



TEAM:

Anthony Cottrell - Artist

anthony-cottrell@sky.com

+44 (0) 751 593 6178

Ross Whittaker - Architect

rawhittaker@hotmail.com

+44 (0) 793 999 3352

Property Week

Site Life Competition

Submission Date: 27.08.10

g better than they have ever done before." - Vita Sackville-West, 1892 - 1962